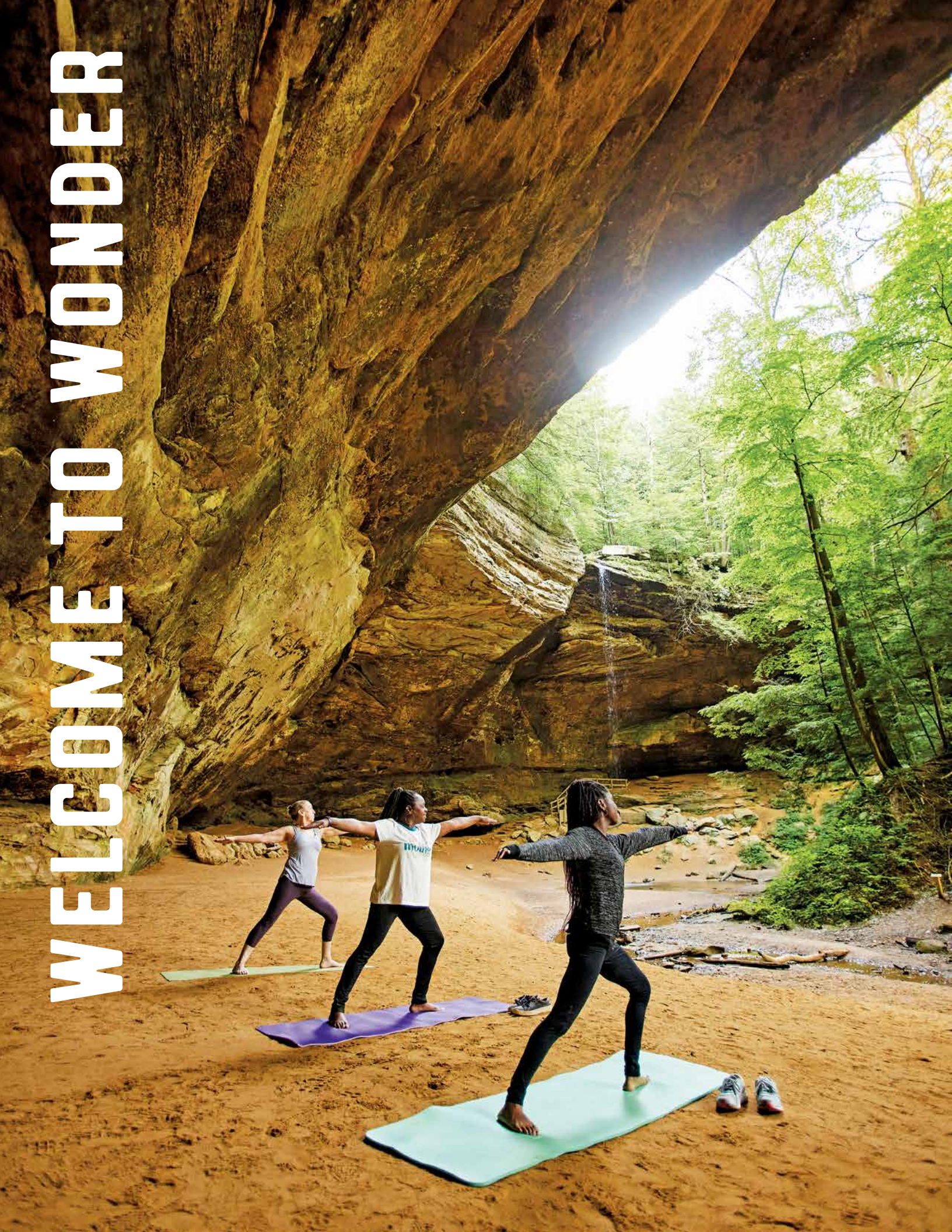




## BRAND STANDARDS



WELCOME TO WONDER





# WELCOME TO HOCKING HILLS

Hocking Hills, OH, is a remarkable natural space within the Appalachian foothills, bursting with opportunity for those seeking an escape from the stresses of modern life. Our goal is to communicate these uncommon benefits and position Hocking Hills as a world-class destination for adventure and leisure. Through this new brand, we hope to convey that outdoor enthusiasts will discover a network of twisting, winding, rugged trails shaded by towering forests of beech trees and Eastern hemlock. They will also find caves that appear as though they've been lifted from another time and place, and babbling streams that flow into cascading waterfalls. Vacationers can enjoy charming downtown areas set against the lush, rolling topography of Southeastern Ohio in communities that echo the stories of pioneers and adventurers.



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The purpose of these brand guidelines is to define the foundation of the Explore Hocking Hills brand and the rules associated with using language, logos, typefaces, and colors.

# BRAND PROMISE

The Hocking Hills connects us with nature, family, friends,  
and ourselves through discovery, adventure, and serenity.



# GRAPHIC IDENTITY

## LOGO SIZE & CLEAR SPACE

Proper sizing and spacing between the logo and accompanying elements will provide optimal brand recognition and create a uniform consistency in placement and use. The Primary Horizontal Logo should be used no smaller than 1 inch wide and the Primary Vertical Logo should be no less than 1.5 inches wide. Maintain at least the distance of the “H” in Hocking Hills from other elements.

1"



1.5"





## LOGO TAGLINE & WEBSITE LOCKUPS

Both the Horizontal Primary Logo and the Vertical Primary Logo are available with the tagline, “Welcome to Wonder,” and the website. All spacing and size requirements from the Primary Logo apply.

1"



1"



1.5"



1.5"





# LOGAN LOGO SIZE & CLEAR SPACE

The Logan and City of Logan logos follow similar size and clear space restrictions, with the “L” of Logan being used as a measuring unit.





## LOGO VARIATIONS

The logo can be shown in (1) full color, as well as in (2) badge variations.

There are also (3) variants of the Logan Hemlock logo as well as (4) three badge versions and (5) a City of Logan logotype. Additionally, all are available in black-and-white versions.

When choosing an appropriate variant, consider context, content, and subject matter.

[3]



LOGAN HEMLOCK LOGOS

[1]



VERTICAL LOGO

[4]



LOGAN BADGES

[2]



HOCKING HILLS BADGE

[5]



CITY OF LOGAN LOGOTYPE



CITY OF  
**LOGAN**  
OHIO • USA



# TYPOGRAPHY

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the audience. It will also provide a consistent look and feel throughout all communications.

## HEADLINE

**Aa Bb Cc**

### IRON RANGER

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789**

## HEADLINE 2

**Aa Bb Cc**

### SURVEYOR TEXT LIGHT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789**

## SUBHEAD

**Aa Bb Cc**

### IRON RANGER

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789**

## BODY & PULL QUOTES

**Aa Bb Cc**

### GOTHAM BOOK & MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789**

Alternately, Montserrat can be used in place of Gotham.

## PULL QUOTES

*Aa Bb Cc*

### *Thirsty Rough Regular*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*



# USE SURVEYOR TEXT LIGHT & IRON RANGER FOR POWERFUL HEADLINES.

## USE IRON RANGER, IN ALL CAPS FOR SUBHEADS.

Gotham Book should be used for **BODY COPY** and should be set at 10 pt. with generous leading (line spacing).

**Example of body copy:** “When we try to pick out anything by itself, we find it hitched to everything else in the universe. One fancies a heart like our own must be beating in every crystal and cell, and we feel like stopping to speak to the plants and animals as friendly fellow mountaineers. Even the rocks seem talkative, sympathetic, brotherly. No wonder when we consider that we all have the same Father and Mother, and are all subject to the same law of love.”

**JOHN MUIR, 1911**

“Use a combination of *Thirsty Rough Regular* & Surveyor Fine Text for meaningful pull quotes.”

## INCORRECT LOGO USAGE

Following are some examples of how NOT to apply the Explore Hocking Hills logo. A good rule to follow is the logo should never be modified or changed and only an approved version should be used.



❌ Do not squeeze, stretch, pinch, or distort the logo.



❌ Do not change the font or typesetting in the logo.



❌ Do not change or alter colors in any way.



❌ Do not alter the logo or add or remove any elements.



## COLORS

Directly inspired by the natural environs of the Hocking Hills, use these color codes to keep consistency over various media.

### LICHEN

HEX 5B793F  
CMYK 66/34/92/18  
RGB 91/121/63  
PMS 7741 C

### SPRING SAPLING

HEX A1B124  
CMYK 26/0/99/22  
RGB 161/177/36  
PMS 2293 C

### DEEP SOIL

HEX 47332A  
CMYK 53/66/71/58  
RGB 71/51/42  
PMS 7533 C

### SANDSTONE GREY

HEX CCC9C4  
CMYK 20/16/20/0  
RGB 204/201/196  
PMS 427 C

### HEMLOCK BARK

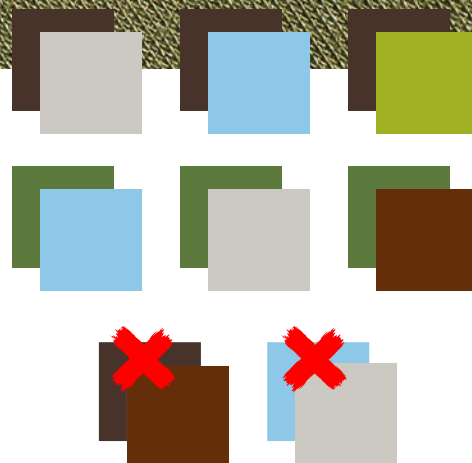
HEX 652E08  
CMYK 28/76/100/56  
RGB 101/46/8  
PMS 732 C

### CLEARWATER

HEX 8CC8E9  
CMYK 42/7/2/0  
RGB 140/200/233  
PMS 304 C

## COMBINING COLORS

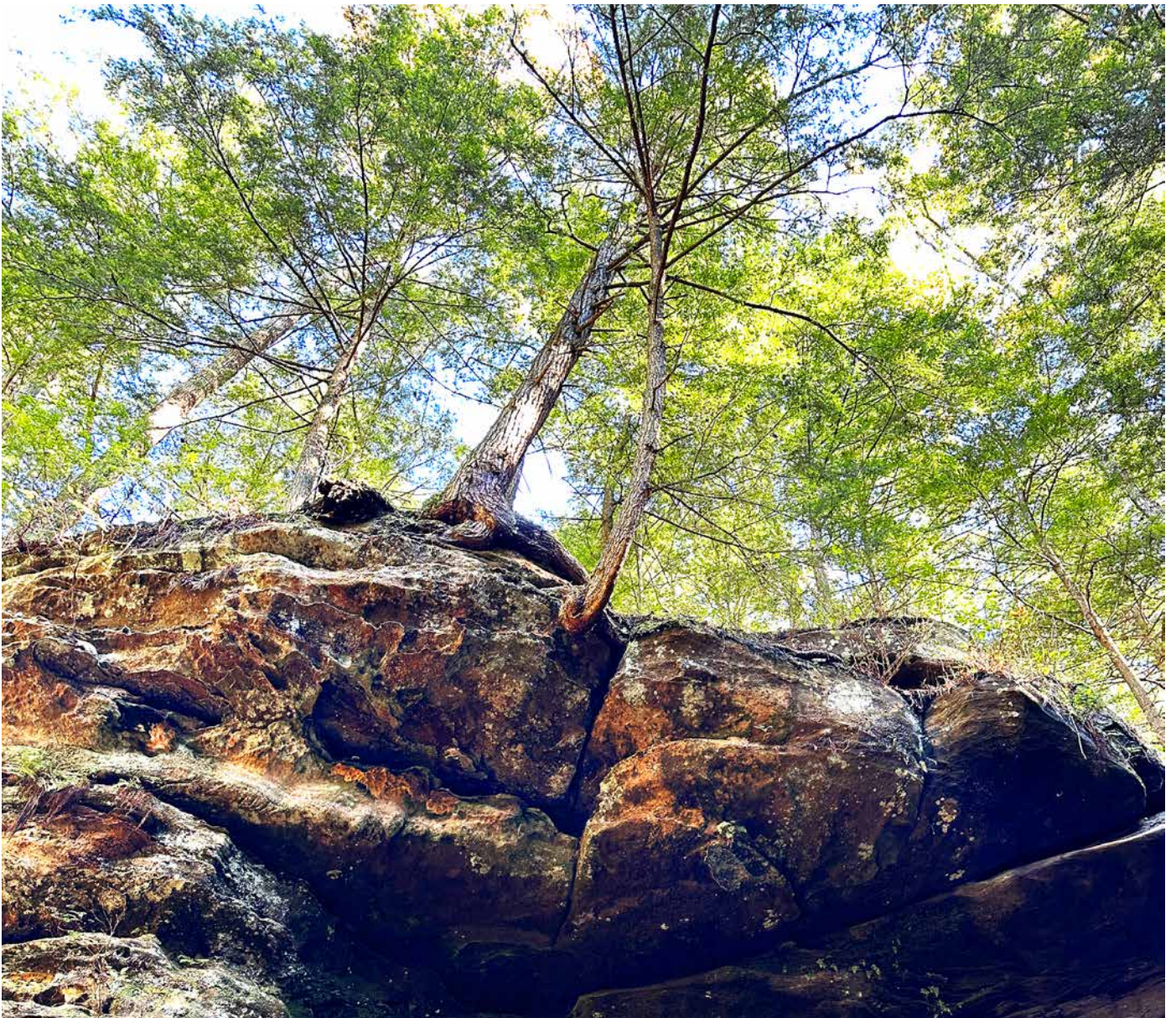
Combine colors accordingly for best contrast.  
Avoid using Deep Soil and Hemlock Bark or  
Clearwater and Sandstone Grey directly together.  
Always use 90% black instead of full black.



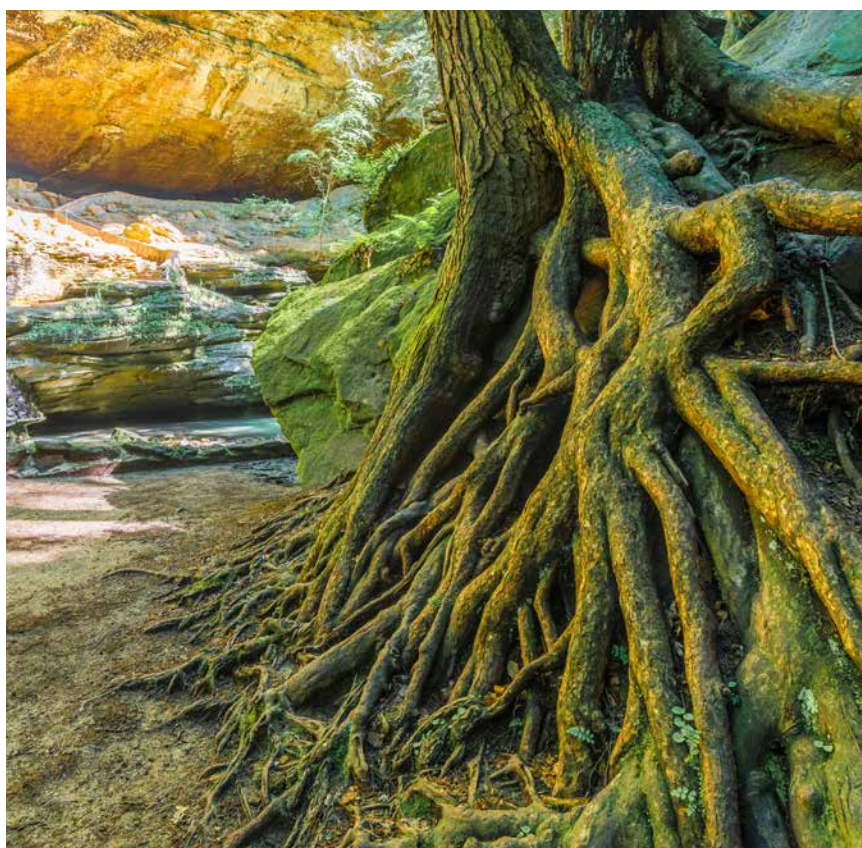
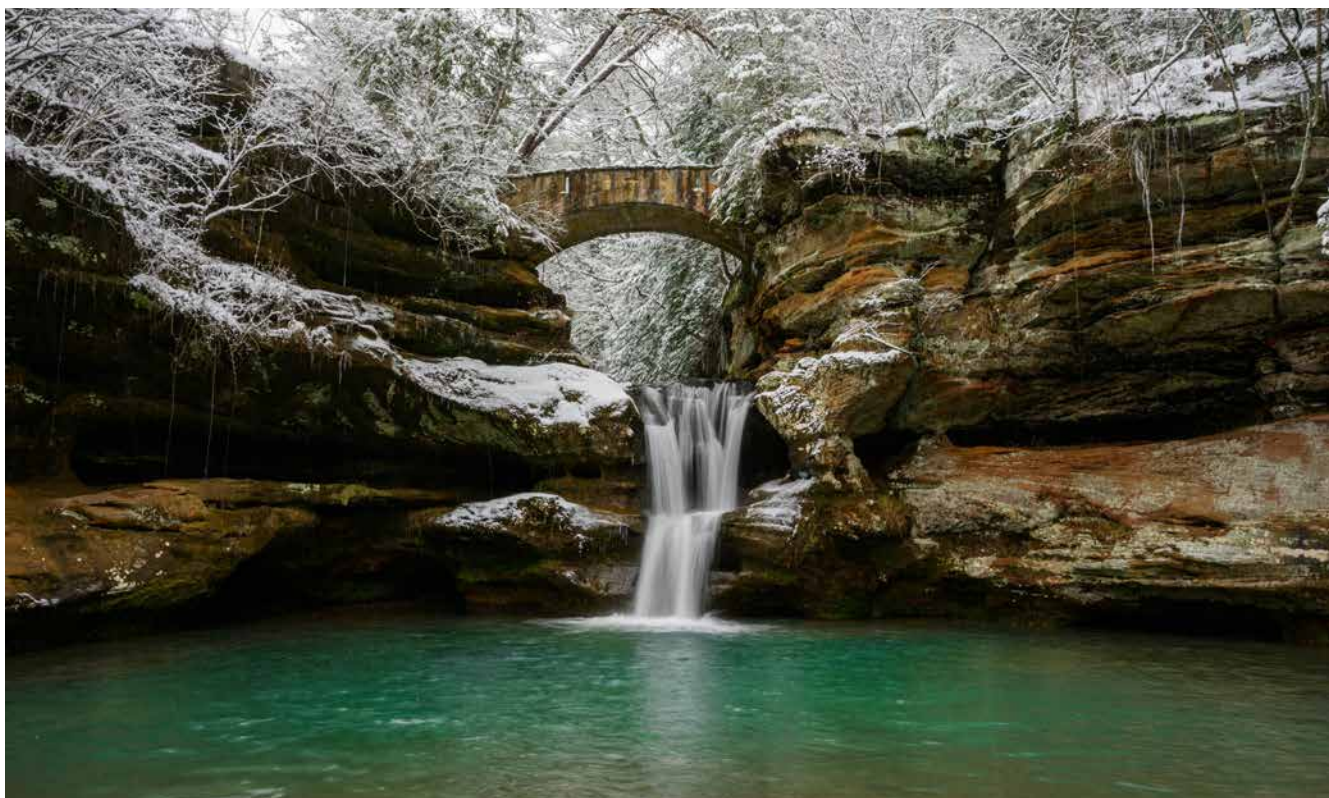


# PHOTOGRAPHY

Emphasize the natural beauty and the people and stories that live there. Feel the textures and breathe the air. Photography should not look staged or posed; just captured moments of enjoyment as if the camera wasn't even there.



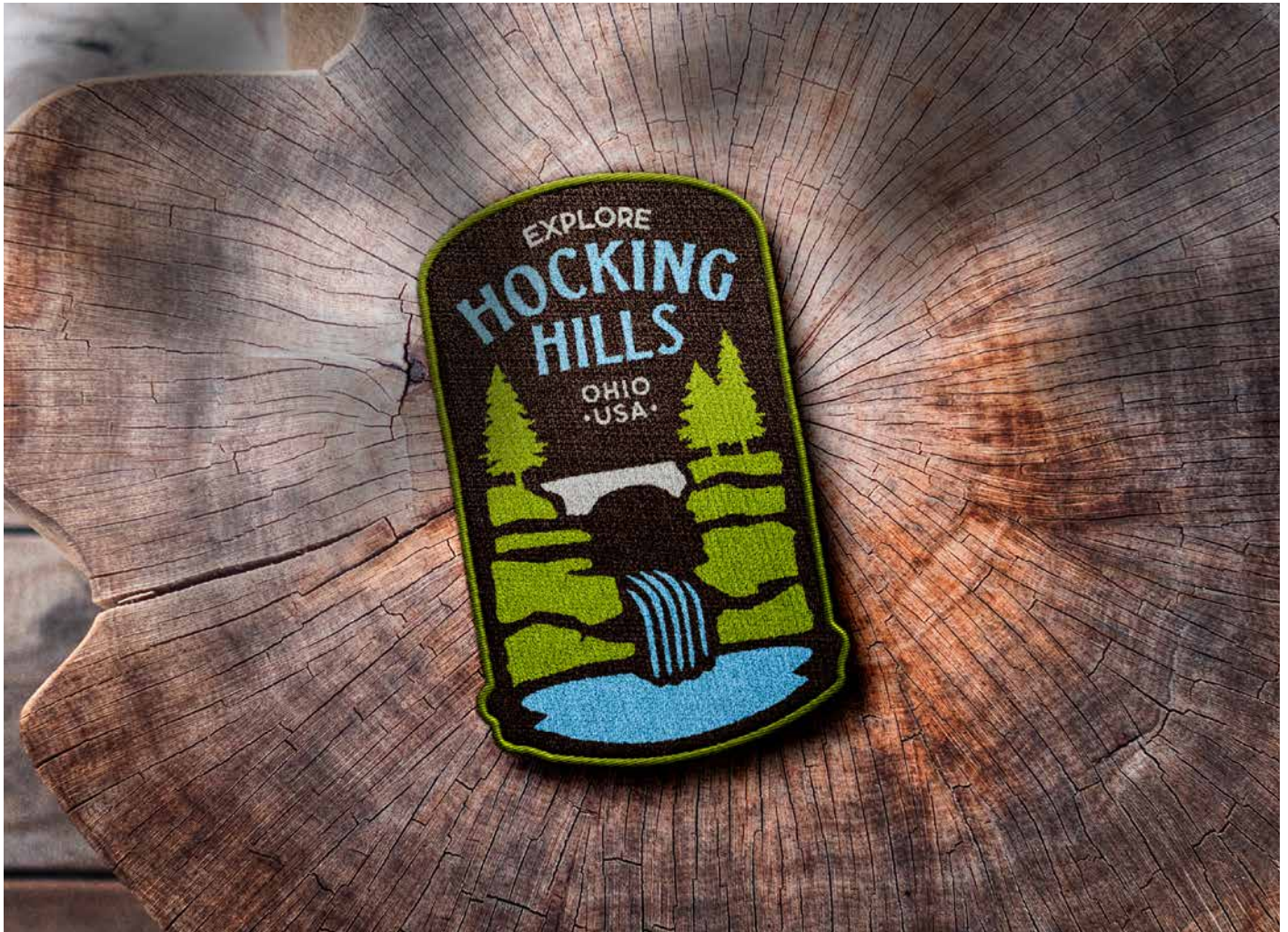






## MERCHANDISE

Promotional merchandise and products branded with the Explore Hocking Hills and Logan logos are distributed to employees and visitors to promote the brand. Such products are often called “swag” and are distributed as handouts at trade shows or made available to visitors and locals for purchase.







## APPAREL

The largest category for promotional products is apparel, such as hoodies, shirts, jackets, and hats. Each item prominently features the Explore Hocking Hills or Logan logos.









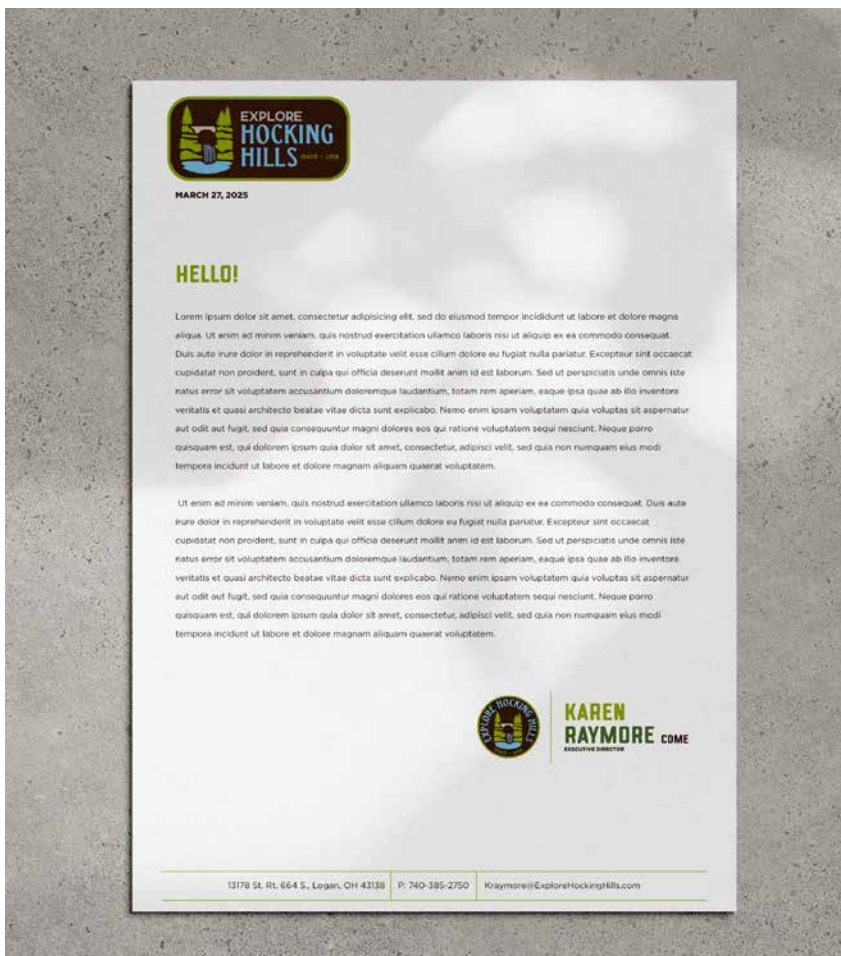
## BUSINESS CARD

The business cards are standard sized (3.5" x 2").



## PRINT USE

The stationery kit includes envelope and letterhead. The envelope sample is a #10. The letterhead should be printed on 8.5"x11" paper.





## SIGNAGE

The Explore Hocking Hills and City of Logan brand identities are supported by exterior signage and messaging that creates eye-catching and attractive placement that integrates into the native environment.









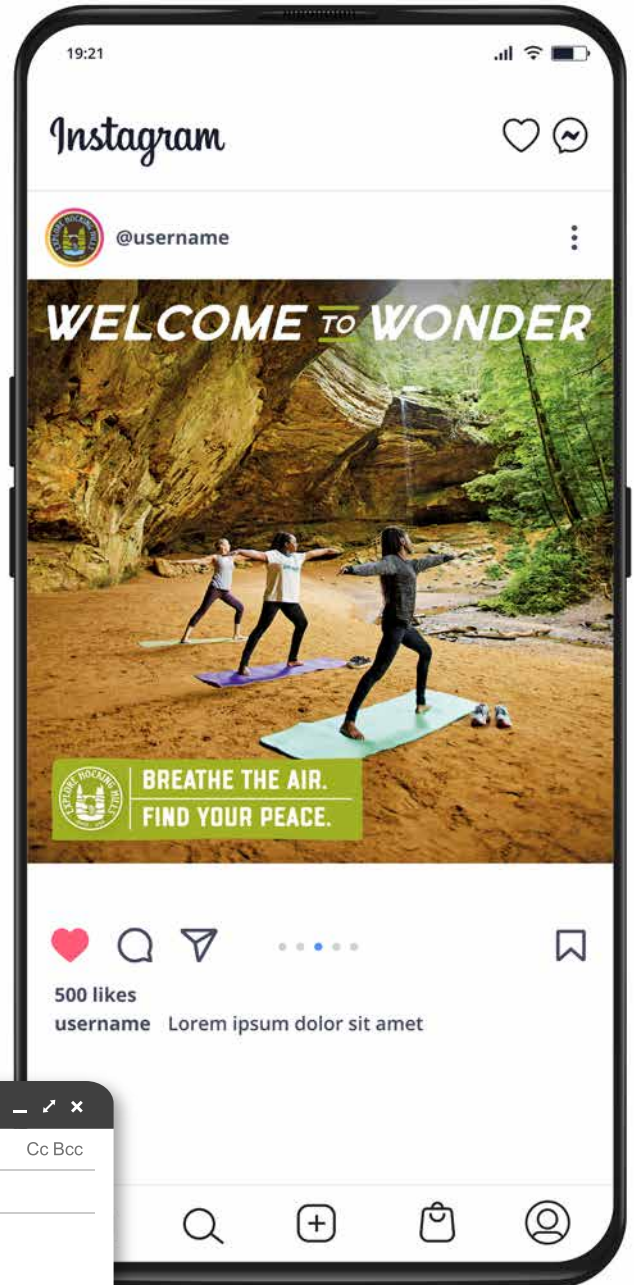
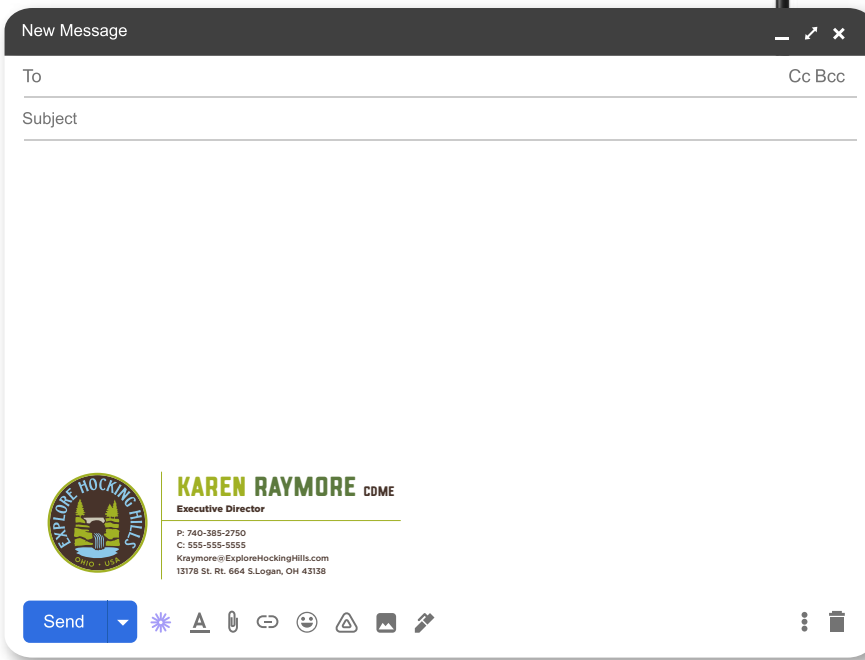
## DIGITAL

Headlines used for social and digital applications may follow two directions: (1) Large and impactful while interacting with the subject matter, or (2) small and contained within a color block with the logo, letting the photograph and the landscape take precedence.

## SOCIAL ICONS



## EMAIL SIGNATURE



(1)



(2)







13178 ST. RT. 664 S.  
LOGAN, OH 43138  
740-385-9706  
EXPLOREHOCKINGHILLS.COM

**McD**  
REMARKABLY UNCOMMON.

Brand Guidelines developed for  
Explore Hocking Hills by McDaniels Marketing.  
Questions? Contact: [info@mcdmarketing.com](mailto:info@mcdmarketing.com) or 309-346-4230.

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